

# Binstalk Privacy Policy (Australia)

Effective date: 25th November 2024

Entity: Binstalk Pty Ltd (ABN 55681233956) — Contact: [info@binstalk.com](mailto:info@binstalk.com) — Location: Melbourne, Victoria, Australia

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This Policy explains how we handle personal information across our website, waitlist and referral pages, and the Binstalk app (the “Services”). We aim to comply with Australia’s Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs) where they apply to us.

Note for small businesses: Under the Privacy Act, many small businesses ( $\leq$  AUD \$3m turnover) are exempt unless an exception applies. We follow APP-style practices and, if/when we become an APP entity (or opt in), this Policy will govern our handling under the Act.

### 1) Information we collect You provide

- Account & waitlist: email, name/handle, role (Shopper/Creator/Seller/Brand), country, consent preferences, referral code/attribution.
- Profile & content: photos, avatar/body data you choose to add, wardrobe items, posts, comments, likes, messages.
- Support: enquiries, feedback, bug/crash reports.

Collected automatically

- Device & usage: IP address, device/browser type, app/page activity, timestamps, approximate location, cookies or similar tech.
- Security signals: anti-bot/anti-fraud checks.

From third parties (where allowed)

- Analytics, cloud hosting, email/SMS tools, payment and marketplace partners you choose to use, single sign-on providers you connect.

We collect what we reasonably need for the purposes below and take reasonable steps to keep it accurate and up-to-date (APPs 3, 10).

### 2) How we use your information

- Provide and improve core features (camera try-on, 3D avatar, wardrobe, social features), troubleshoot, and personalise.
- Waitlist & referrals: generate your link, count eligible referrals, allocate rewards/early access.
- Communications: confirmations, feature updates, security alerts, support.
- Direct marketing (optional): emails/SMS about Binstalk; you can opt out anytime (see Section 8). (APP 7)
- Security & integrity: prevent fraud, spam, abuse; enforce our Terms. (APP 11)
- Legal/compliance: meet record-keeping and lawful disclosure requirements.

3) Direct marketing & Spam Act We only use or disclose personal information for direct marketing as permitted by APP 7, and always include a simple opt-out. For electronic marketing, we comply with the Spam Act 2003: consent, clear sender identification, and a working unsubscribe in every message.

4) Cookies & analytics We use cookies or similar technologies to operate the Services, remember preferences, analyse usage, and measure campaigns. You can manage cookies in your browser and, where available, via our Cookie Settings.

### 5) Disclosing your information

## **We do not sell personal information. We disclose it only to:**

- Service providers under contract (hosting, storage, analytics, messaging/email, fraud prevention, payments).
  - Other users if you choose to share content or make a profile public.
  - Law & safety where required or authorised by law.
  - Business transfers (e.g., merger or acquisition) under confidentiality and consistent with this Policy.
- Overseas disclosures (APP 8) Some providers may be located outside Australia. Where we are an APP entity and disclose personal information overseas, we take reasonable steps to ensure the recipient protects it consistently with the APPs or another comparable safeguard.

6) Data security (APP 11) We take reasonable steps to protect personal information from misuse, interference, loss, and unauthorised access, modification, or disclosure. Measures include access controls, encryption in transit where appropriate, network monitoring, and staff/contractor confidentiality. We also assess whether we are permitted to retain information and securely destroy or de-identify it when it is no longer needed.

7) Data retention We keep personal information only as long as needed for the purposes above or as required by law, then delete or de-identify it (APP 11).

8) Your choices: access, correction, and opt-out

- Access (APP 12): You can request access to the personal information we hold about you. We'll respond within a reasonable time and explain any lawful refusal.
- Correction (APP 13): You can ask us to correct information that is inaccurate, out-of-date, incomplete, irrelevant, or misleading. If we refuse, we'll explain why and how to complain, and you can ask us to associate a statement with the record.
- Marketing opt-out: Every marketing email/SMS includes an unsubscribe. You can also email [info@binstalk.com](mailto:info@binstalk.com).

9) Data breaches If the Notifiable Data Breaches (NDB) scheme applies to us (i.e., we are an APP entity) and a breach is likely to cause serious harm, we will notify affected individuals and the Office of the Australian Information Commissioner (OAIC) as required, including steps you can take to protect yourself.

## **10) Children**

Our Services are not intended for children under 13 (or the minimum age in your location). If we learn we've collected information from a child without proper consent, we'll take steps to delete it.

## **11) How to contact us or make a complaint**

Email: [info@binstalk.com](mailto:info@binstalk.com) Location: Melbourne, Victoria, Australia We'll acknowledge your complaint and aim to resolve it promptly. If you're not satisfied, you may contact the OAIC for guidance or to lodge a complaint.

## **12) Changes to this Policy**

We may update this Policy to reflect new features, providers, or legal requirements. We'll post the updated version here and change the "Effective date." If changes are material, we'll notify you (e.g., email or in-app).

Optional vendor list (add when ready) Hosting/storage (e.g., Supabase/AWS), analytics (e.g., Google Analytics), email/SMS (e.g., Resend/MailerLite), fraud/anti-bot (e.g., Cloudflare Turnstile), payments (e.g., Stripe), customer support.